



## City of Austin - JOB DESCRIPTION



### Advertising Sales & Marketing Manager

<b>FLSA:</b>	Standard/Exempt	<b>EEO Category:</b>	(20) Professionals
<b>Class Code:</b>	15305	<b>Salary Grade:</b>	QD4
<b>Approved:</b>	April 24, 2007	<b>Last Revised:</b>	April 08, 2012

#### Purpose:

Responsible for management of advertising sales, marketing, and graphic design programs to include management of staff for the Department of Aviation.

#### Duties, Functions and Responsibilities:

Essential duties and functions, pursuant to the Americans with Disabilities Act, may include the following. Other related duties may be assigned.

1. Manages, the following airport programs: in-house advertising sales, marketing, graphic design, and internet/intranet.
2. Solicits potential customers for advertising sales program.
3. Negotiates terms and conditions of advertising sales contracts.
4. Determines and facilitates all logistics to secure advertising venues.
5. Develop and implements annual business plan for Advertising Program.
6. Reviews, approves, and reconciles all accounts payable and account receivable activities for assigned programs.
7. Develops, maintains, and monitors goals, objectives, and budget for assigned programs.
8. Identifies and monitors sales opportunities, industry standards, trends, market outlook for assigned programs.
9. Supervises production of all marketing materials within budget and timelines.
10. Supervises all internet/intranet activities.

#### Responsibilities - Supervisor and/or Leadership Exercised:

Responsible for the full range of supervisory activities including selection, training, evaluation, counseling and recommendation for dismissal.

#### Knowledge, Skills, and Abilities:

Must possess required knowledge, skills, abilities and experience and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Knowledge of sales techniques, market segmentation, and customer account management

Knowledge of contract compliance and management principles, techniques, etc.

Knowledge of marketing principles, techniques, methodologies, etc.

Knowledge of advertising principles, techniques, methodologies, etc.

Knowledge of basic accounting principles.

Knowledge of city practice, policy and procedures.

Knowledge of fiscal planning and budget preparation.

Skill in oral and written communication.

Skill in handling multiple tasks and prioritizing.

Skill in data analysis and problem solving.

Skill in using computers and related software.

Skill in planning and organizing.

Ability to negotiate.

Ability to effectively manage multiple programs, projects, and priorities

Ability to work with frequent interruptions and changes in priorities.

Ability to establish and maintain good working relationships with other city employees and the public

#### Minimum Qualifications:

Graduation from an accredited four (4) year college or university with major coursework in Marketing, Business, or related field plus four (4) years of relevant work experience.

#### Licenses and Certifications Required:

None.

This description is intended to indicate the kinds of tasks and levels of work difficulty required of the position given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of management to assign, direct and control the work of employees under supervision. The listing of duties and responsibilities shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.